



PRESS RELEASE

FOR IMMEDIATE RELEASE

K-Uno First Jewellery Retailer in Japan to Adopt Full Sarine Profile™ Paradigm

Sarine's digital sales solution for diamonds to debut in the Japanese market with the K-Uno bespoke diamond & jewellery group

Hod Hasharon, Israel, April 27, 2017 – Singapore Exchange Mainboard-listed Sarine Technologies Ltd ("Sarine" or "the Company" and together with its subsidiaries "the Group") (U77:SI), a worldwide leader in the development, manufacture and sale of precision technology products for the evaluation, planning, processing, finishing and trading of diamonds and gems, is proud to announce that its Sarine Profile™ digital sales paradigm for diamonds is being implemented in full for the first time in Japan by the K-Uno jewellery retail chain.

With 38 stores nationwide and its own diamond and jewellery manufacturing operation, K-Uno is renowned as a unique retailer of bespoke made-to-order diamond jewellery. In keeping with its innovative character, K-Uno is to be the first jewellery retailer in Japan to adopt the complete Sarine Profile™ solution, which provides an innovative digital customer experience during the diamond shopping journey. The official launch of the new K-Uno digital diamond report, based on Sarine's leading diamond analysis and imaging technologies providing science-based, accurate and objective diamond information, coupled with an engaging customer presentation, took place today at K-Uno's flagship store in Tokyo in the presence of Sarine management, key industry persons and the media.



Sarine's incoming CEO, Mr David Block, said, "Sarine Technologies is delighted to collaborate with K-Uno and to be party to creating a new revolutionary approach to diamond jewellery sales in Japan – a country with a long history of diamond industry and retail innovation. K-Uno's dedication to providing reliable, accurate and transparent information pertaining to their offered diamonds, along with the best possible customer experience, makes K-Uno the ideal partner for the first implementation of the full Sarine Profile™ in Japan."

K-Uno's President, Mr. Masahiko Kuno, said, "K-Uno focused on the diamond's Brilliance more than on the traditional 4Cs first in Japan, and, appropriately, we developed our own diamond cutting technology with original cuts that are patented. We are delighted that the brightness of our proprietary polished diamonds has been validated by Sarine's advanced technologies and we have therefore chosen to adopt the full Sarine Profile™, and are proud to be the first company in Japan to do so. Through the implementation of Sarine Profile™, I would like to create a change in how a customer chooses his or her diamond."

About K-Uno:

Based on the concept of "Continually providing a special and pleasant experience to our customers", we are a brand that has been developed nationwide in Japan as a unique store specialising in jewelry, with a consistent approach emphasising in-house design, production and sales. Approximately 40,000 designs are produced annually by more than 50 in-house designers and over 180 craftsmen. In December 2015, as a result of our team's exceptional capabilities and efforts we were granted, for the first time ever in Japan, a patent for our proprietary technology for diamond cutting. In addition, we were ranked first in Japan in 2015 by the "Jewelry Market Survey 2016" conducted by the Yano Research Institute, based on a survey of made-to-order jewelry retail prices. We aim to be Japan's leading custom-made jewellery department store and strive to create a new custom-made culture. For more information visit www.k-uno.co.jp.



About Sarine:

Established in 1988, Sarine Technologies Ltd. is a worldwide leader in the development and manufacturing of advanced evaluation, planning, processing, and finishing systems for diamond and gemstone production. Sarine products include diamond Cut, Color and light performance grading tools, the Galaxy™ family of inclusion mapping systems, rough diamond planning optimisation systems, laser cutting and shaping systems, laser-marking and inscription machines and polished diamond visualisation systems. Sarine systems have become standard tools in every properly equipped gemology lab, diamond appraisal business and manufacturing plant, and are essential aids for both diamond dealers and retailers. For more information about Sarine and its products and services, visit <http://www.sarine.com>.

Contact:

APAC IR

Cyrus Capital Consulting
Mr. Lee Teong Sang
Tel: +65-9633 9035
teongsang@cyrus.com.sg

North America IR

MS-IR LLC
Ms. Miri Scharia-Segal
Tel: +1-917-607-8654
msegal@ms-ir.com

Sarine Technologies Ltd

Ms. Tamar Brosh
Marketing & Communications
Tel: +972-9-7904148
marketing@sarine.com